

05-26-1999

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

TRADEMARKS ONLY

Patent and Trademark Office



101047322

Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

5.5.99

Commerce Publishing Company

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporate-Missouri
- Other

Additional name(s) of conveying party(ies) attached Yes No

2. Name and address of receiving party(ies):

Name: Pfingsten Publishing, L.L.C.

Internal Address:

Street Address: 520 Lake Cook Road

City: Deerfield State: IL Zip: 60015

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State

Other Delaware Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No



05-05-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #40

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 04/30/99

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

892,073	1,206,459	1,533,561	2,086,654
1,071,827	1,288,990	1,328,489	
1,001,919	825,917	642,661	

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ketan K. Patel, Esq.

Internal Address:

McDonald, Hopkins, Burke & Haber Co., L.P.A.

2100 Bank One Center

Street Address: 600 Superior Avenue, E.

City: Cleveland State: Ohio Zip: 44114-2653

6. Total number of applications and registrations involved: 10

7. Total fee (37 CFR 3.41): \$256.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Ketan K. Patel, Esq.

Name of Person Signing

Ketan Patel

Signature

May 5, 1999

Date

05/25/1999 DNGUYEN 00000132 892073

Total number of pages comprising cover sheet: 1

01 FC:481
02 FC:482

40.00 DP
225.00 DP

83647:

TRADEMARK
REEL: 001901 FRAME: 0895

ASSIGNMENT OF REGISTERED TRADEMARKS

Whereas, Commerce Publishing Company, a Missouri corporation, having its principal offices at 330 North Fourth Street, St. Louis, Missouri 63102, has adopted, used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
American Agent & Broker	892,073	06/02/1970
Frame-O-Rama	1,206,459	08/24/1982
Galeria	1,533,561	04/04/1989
Basic & Beyond	1,071,827	08/23/1977
Artsell Color Cards	1,288,990	08/07/1984
Supply Lines	1,328,489	04/02/1985
the professional picture framer	1,001,919	01/14/1975
Decor	825,917	03/14/1987
Life Insurance Selling	642,661	04/03/1997
USA Getaway Guide	2, 086,654	08/05/1997

Whereas, Pfingsten Publishing, L.L.C., a Delaware limited liability company, having an address at 520 Lake Cook Road, Suite 375, Deerfield, Illinois 60015, is desirous of acquiring said registered trademarks,

Now, Therefore, in consideration of the sum of Thirty Dollars (\$30.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Commerce Publishing Company hereby assigns to Pfingsten Publishing, L.L.C. all right, title and interest in the United States in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Signed at St. Louis, Missouri this 30th day of April, 1999.

Commerce Publishing Company

By: _____

Print Name: Kenneth Greenberg

Its: President

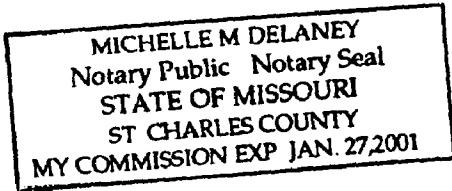
STATE OF MISSOURI)

) SS

COUNTY OF St. Louis)

On this 30th day of April, 1999, personally appeared Kenneth Greenberg to me known and known to me to be the President of Commerce Publishing Company the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Michelle M. Delaney
Notary Public



81581:

RECORDED: 05/05/1999

TRADEMARK
REEL: 001901 FRAME: 0897